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UNIVERSITY LIBRARY CLUJ-NAPOCA, ROMANIA -- FINALLY SOMEBODY WANTS TO HEAR WHAT TEENAGERS HAVE TO SAY: MARKETING IN A CROATIA'S PUBLIC LIBRARY -- BRANDING AS A PROCESS: A VIEWPOINT FROM SOUTH AFRICA -- MARKETING OF LIBRARY AND INFORMATION SERVICES: THE VIEW FROM KNOWLEDGE MANAGEMENT WITHIN THE FINANCIAL SERVICES SECTOR -- Section - III. ROLE OF LIBRARY ASSOCIATIONS -- BRIEF HISTORY OF THE IFLA MANAGEMENT AND MARKETING SECTION (1995-2003) AND REVIEW OF ITS ACTIVITIES -- MARKETING IN PUBLIC LIBRARIES: AN INTERNATIONAL PERSPECTIVE BASED ON THE PUBLIC LIBRARY SERVICE, IFLA / UNESCO GUIDELINES FOR DEVELOPMENT -- THE ROLE OF THE AMERICAN LIBRARY ASSOCIATION IN THE MARKETING ORIENTATION OF LIBRARIES -- WE CANNOT TALK TOO LOUD!: AN INVESTIGATION INTO THE ROLE OF CILIP IN LIS MARKETING -- THE 'CAMPAIGN FOR AMERICA'S LIBRARIES' AND THE 'CAMPAIGN FOR THE WORLD'S LIBRARIES' -- NATIONAL LIBRARY WEEK IN LITHUANIA: ADVOCACY AND MARKETING CAMPAIGN -- Section - IV. EDUCATION, TRAINING AND RESEARCH -- MARKETING IN THE CURRICULA OF LIBRARY AND INFORMATION SCIENCE EDUCATION PROGRAMS -- EDUCATION AND TRAINING FOR MARKETING INFORMATION SERVICES IN THE UK -- EDUCATING FOR MARKETING OF INFORMATION SERVICES IN CANADA: AN ELECTIVE COURSE IN FIVE GRADUATE LIS PROGRAMS -- EDUCATION FOR LIS MARKETING IN INDIA -- EDUCATION AND RESEARCH FOR LIBRARY MARKETING IN ESTONIA -- CONTINUING PROFESSIONAL DEVELOPMENT PROGRAMMES (CPDP) FOR LIS PROFESSIONALS IN MARKETING AREA: AN INDIAN EXPERIENCE -- RESEARCH FOR DESIGN AND TESTING OF INFORMATION PRODUCT -- APPLICATION OF THE CONJOINT ANALYSIS AS A MARKETING RESEARCH TOOL FOR THE DEVELOPMENT AND CONTROL OF FUTURE ACADEMIC LIBRARY SERVICES: THE ProSeBiCA- PROJECT -- Section - V. EXCELLENCE IN MARKETING -- EXCELLENCE IN MARKETING -- I CAME, I SAW, I READ: MARKETING INITIATIVE FOR REFUGEE CHILDREN -- MARKETING ACADEMIC LIBRARIES IN THE UK: THE OXFORD BROOKES UNIVERSITY LIBRARY APPROACH -- THE POWER CARD CHALLENGE: MARKETING THE HOUSTON PUBLIC LIBRARY -- LITERARY PATHWAYS: APPROACHING LITERATURE THROUGH LITERARY LANDSCAPES -- Section - VI. DATABASES AND OTHER MARKETING LITERATURE -- DATABASES AS (INFORMATION) RESOURCE, LANGUAGE AND BEHAVIOUR -- THE "MATPROMO" DATABASE: AN IFLA MANAGEMENT & MARKETING SECTION PROJECT -- DATABASE ON LIS MARKETING LITERATURE IN INDIA -- THE FOUR Ps CONCEPT IN LIBRARY AND INFORMATION SERVICES: A REVIEW OF LITERATURE -- MARKETING LIBRARY SERVICES NEWSLETTER: AN OVERVIEW

Sommario/riassunto

The marketing of library services is an essential agenda item for almost all kinds of libraries all over the world. In this volume 47 experts from 20 countries address the issue through 40 articles. The bundling of dozens of contributions from a truly international group of librarians, presented in this book, provides a broad spectrum on the topic. This book will thus prove immensely useful, helping both working librarians and future librarians to understand vital issues relating to the marketing of library and information services at the local, national and international level.